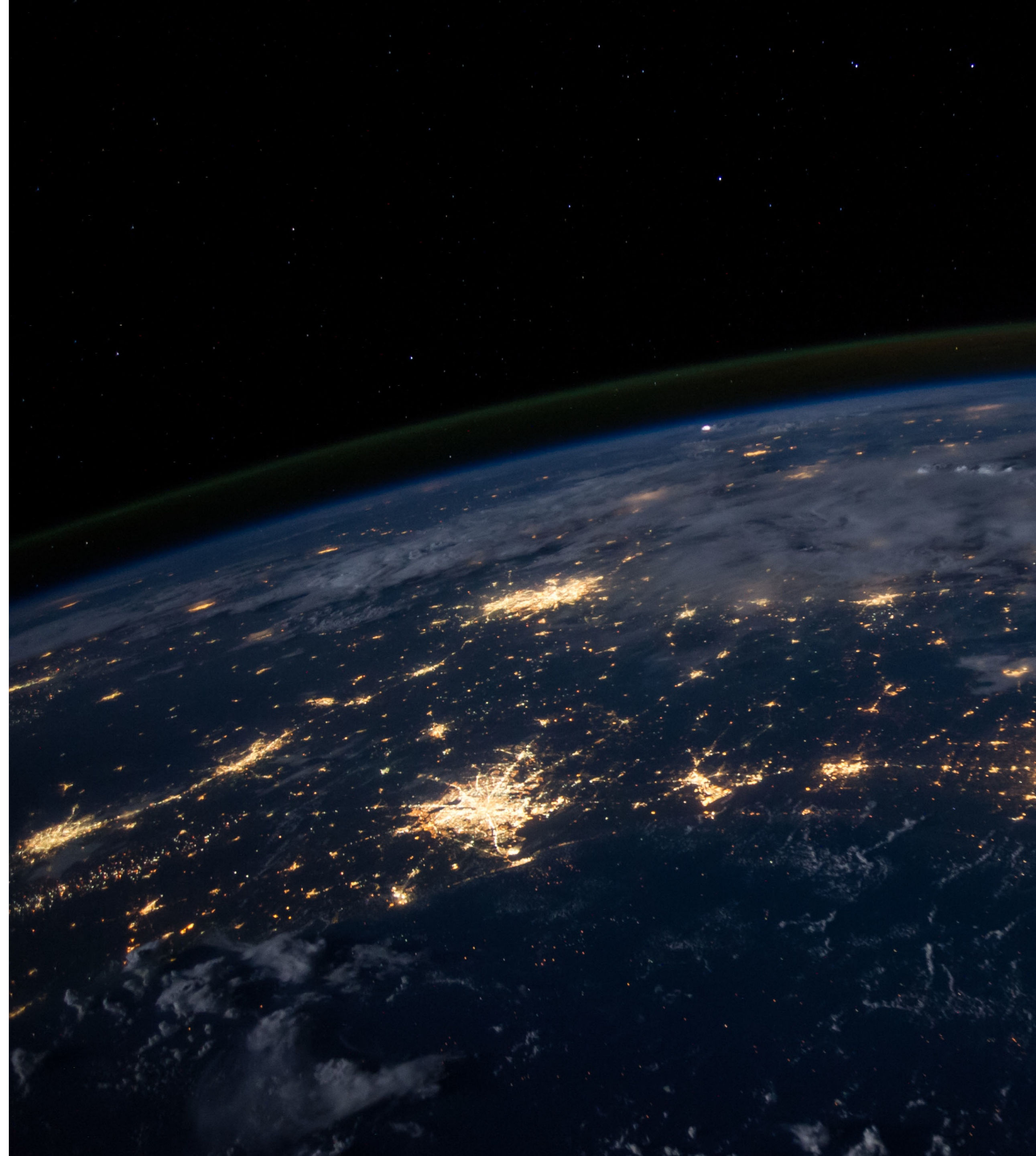




Which Decade Was Best?

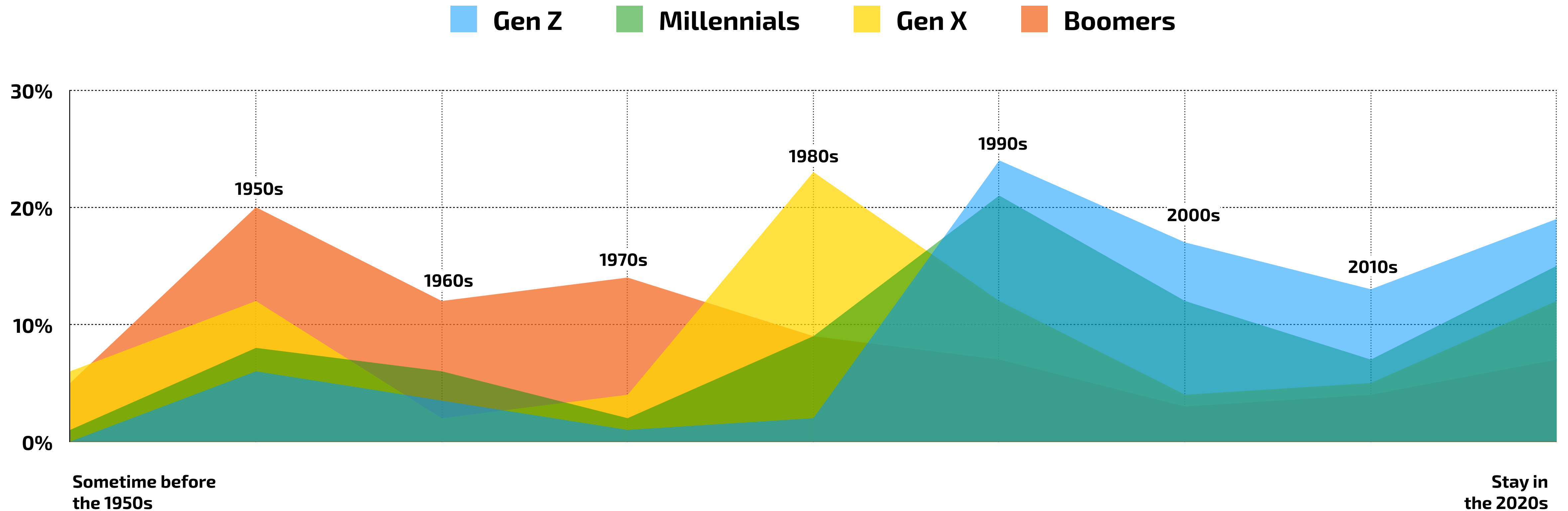
Verified Voter Omnibus Survey

N = 1,036 Voters in the Likely Electorate (LV), Nationwide
Field Dates: November 17-19, 2022



Most Baby Boomers Prefer Pre-1980s Era American Values

Q. Thinking specifically about people's values, if you could return America to the way it was in another time period, when would that be?

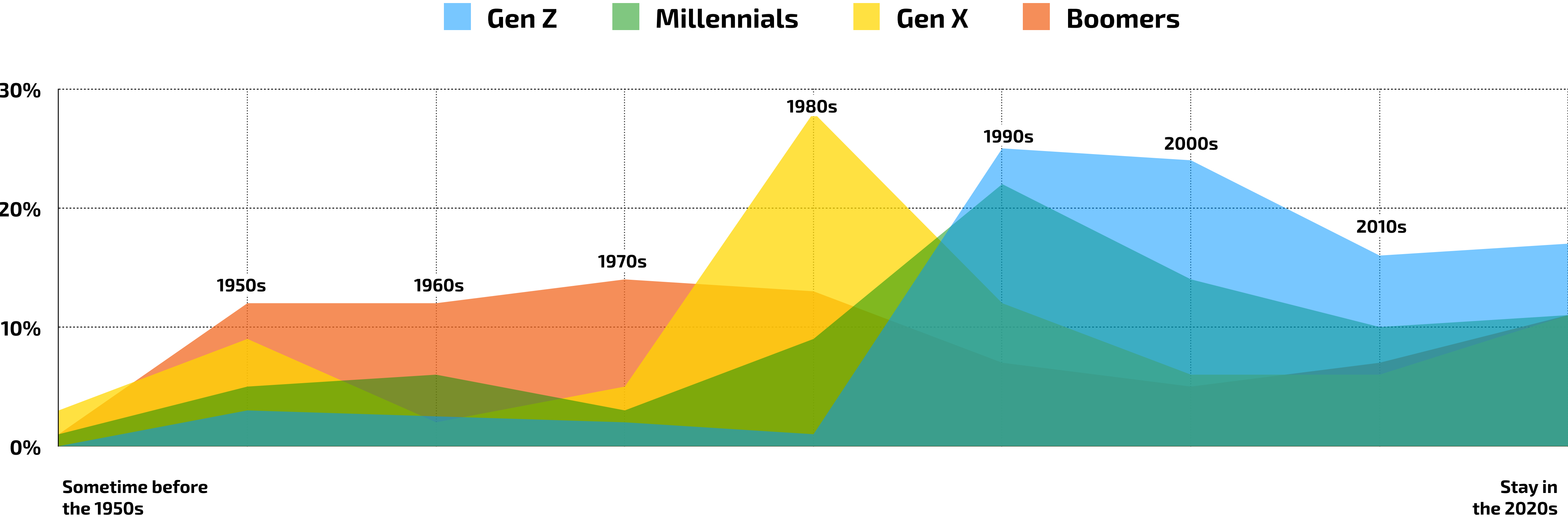


N = 1,036 Voters in Likely Electorate nationwide, fielded November 17-19, 2022

Note: Unsure not shown

Gen Z, Millennials Would Return To The '90s For Quality Of Life

Q. Thinking specifically about people's quality of life, if you could return America to the way it was in another time period, when would that be?

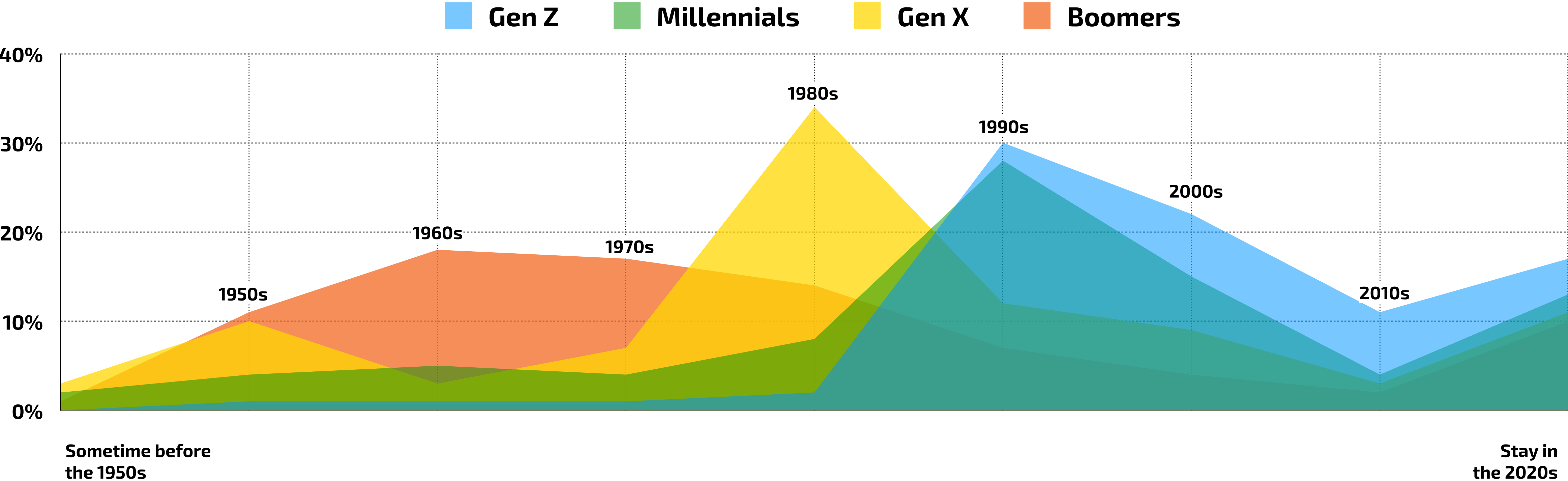


N = 1,036 Voters in Likely Electorate nationwide, fielded November 17-19, 2022

Note: Unsure not shown

Shocking: Everybody Loves The Pop Culture Of Their Youth (Except Gen Z Who Is Really Loving The 1990s Right Now)

Q. Thinking specifically about popular culture (i.e. music, movies, television, etc.), if you could return America to the way it was in another time period, when would that be?

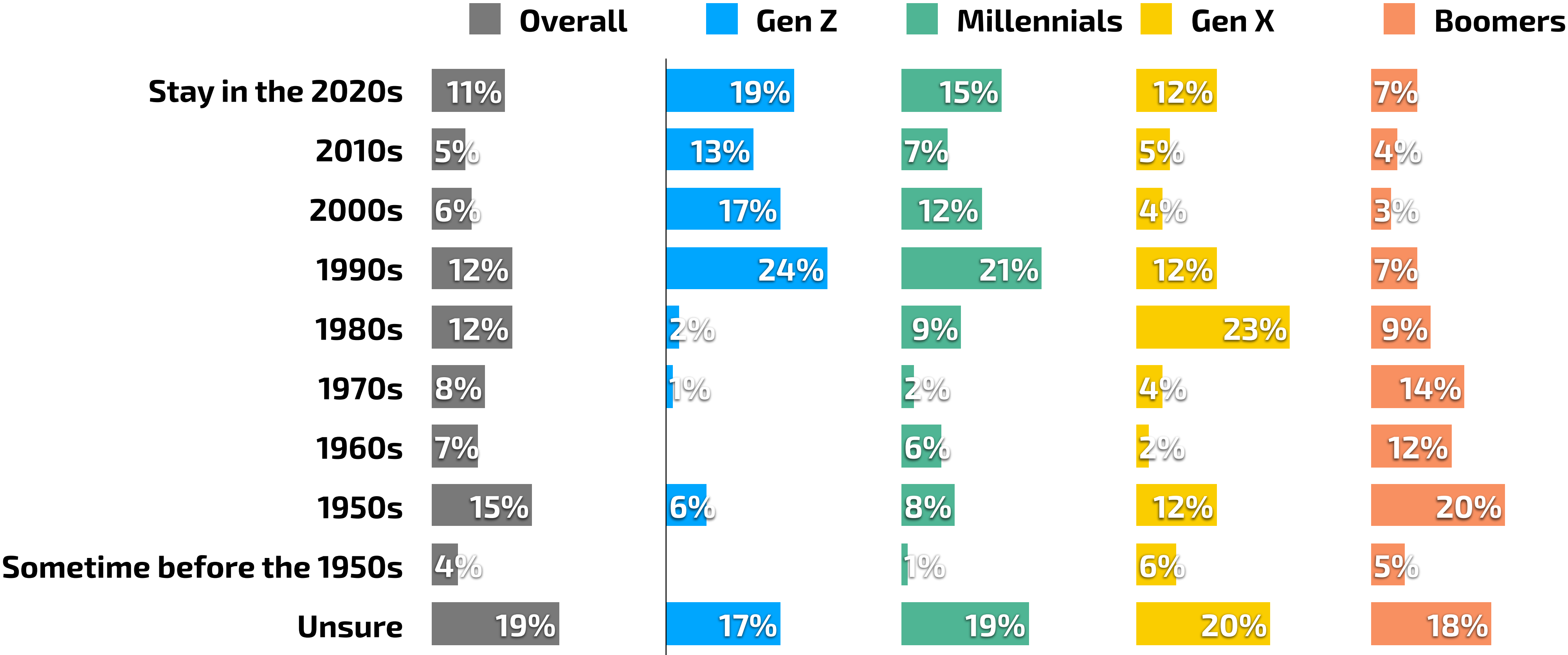


N = 1,036 Voters in Likely Electorate nationwide, fielded November 17-19, 2022

Note: Unsure not shown

Values Preferences By Generation, By Decade

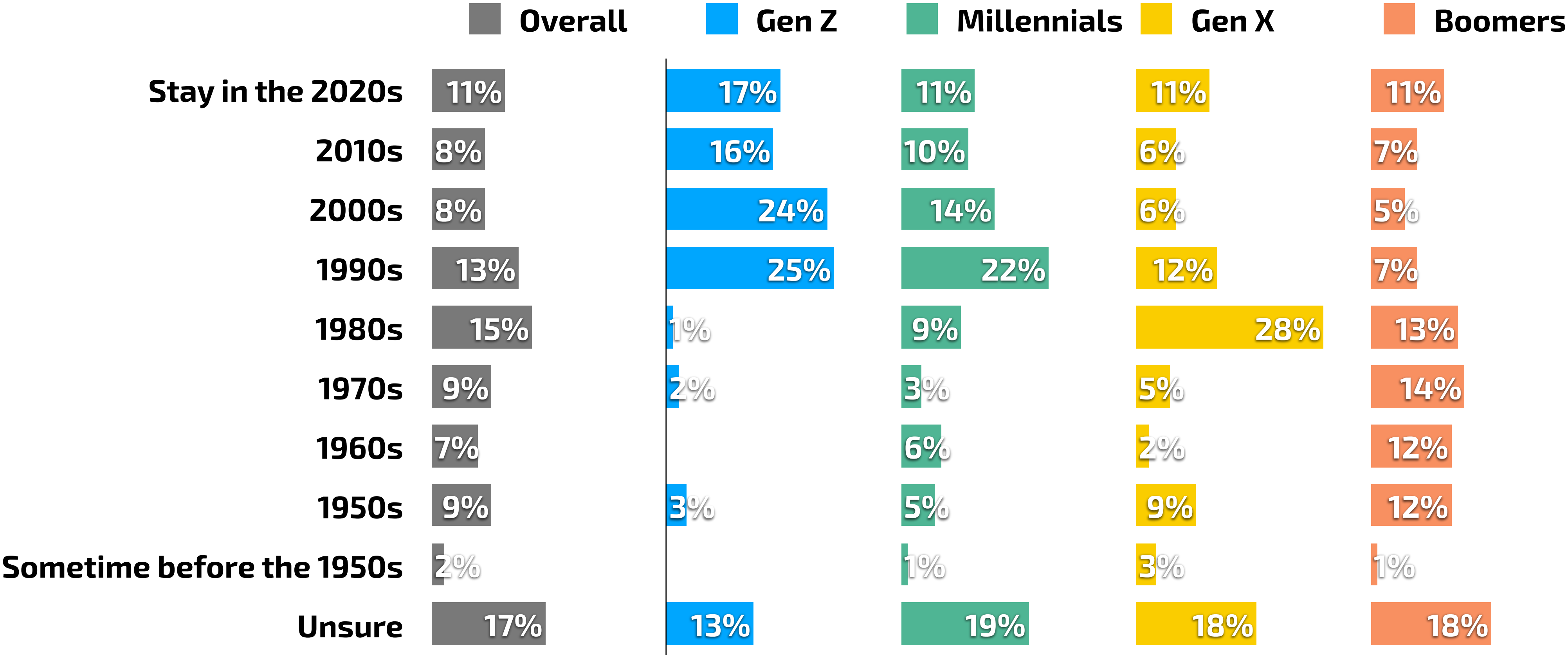
Q. Thinking specifically about people's values, if you could return America to the way it was in another time period, when would that be?



N = 1,036 Voters in Likely Electorate nationwide, fielded November 17-19, 2022

Quality Of Life Preferences By Generation, By Decade

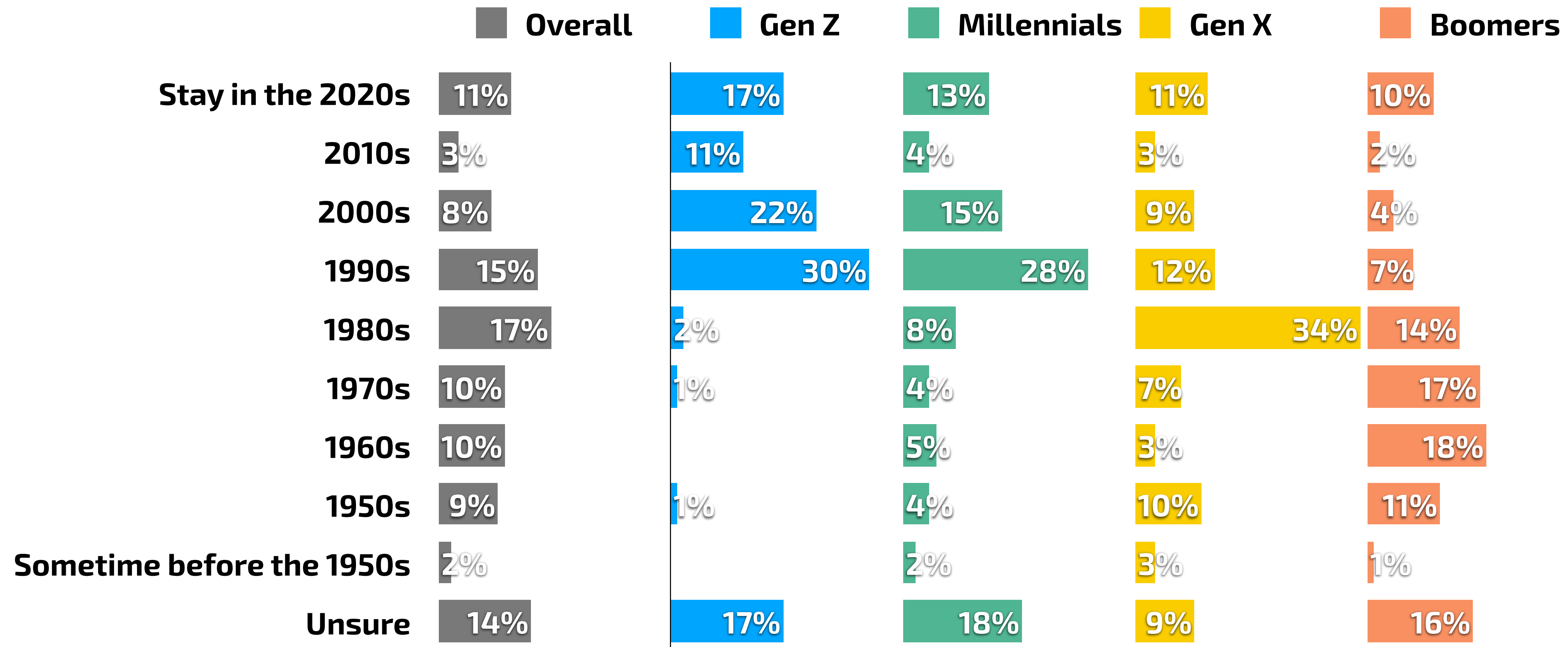
Q. Thinking specifically about people's quality of life, if you could return America to the way it was in another time period, when would that be?



N = 1,036 Voters in Likely Electorate nationwide, fielded November 17-19, 2022

Pop Culture Preferences By Generation, By Decade

Q. Thinking specifically about popular culture (i.e. music, movies, television, etc.), if you could return America to the way it was in another time period, when would that be?



N = 1,036 Voters in Likely Electorate nationwide, fielded November 17-19, 2022



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